

Vision and Goals Report
January, 2019

CITY PLANNING

CBN

Capital Boulevard North

Corridor Study

raleighnc.gov



A photograph of a brick building with a large, leafy tree in front of it. The scene is partially obscured by a blue tint.

Vision Themes

Flow

An aerial photograph of a multi-lane highway with a median, surrounded by greenery and some buildings. The scene is partially obscured by a blue tint.

Go

Grow

A photograph of a street scene featuring a gas station and a DMV sign. The scene is partially obscured by a blue tint.

Show

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Introduction

The Capital Boulevard North Corridor Study is intended to provide a blueprint for the future of the corridor. This blueprint will include expressions of values and aspirations as well as recommendations for physical changes. Ideas that emerge from the study will be used to make decisions about the use of public resources and the development of private property.

All of the impacts described above will affect the residents, businesses, and natural environment of Capital Boulevard for years to come. They will be guided by rigorous examination of financial, environmental, and technical factors. These considerations can give an understanding of what is possible in the future. The community that uses and maintains the Capital Boulevard North corridor has a major role in determining what is desirable for its future.

The Vision and Goals statement presented in this document is based on a large quantity of input that was gathered from Capital Boulevard North stakeholders through a series of meetings and surveys (more information can be found in Appendices B and C as well as the CBN Visioning Report). A range of views and values were displayed in the comments and survey responses received.

Some of the visions expressed by stakeholders present futures that may not be entirely compatible with each other. In some cases, the advancement of one value may deprive resources from another. Even so, the corridor study does not have to be a zero sum game. As the study goes forward, one of its goals will be to identify options that serve multiple community values simultaneously.

The following vision themes and associated goal statements provide a comparative tool that will be used to evaluate alternatives later in the study process. Combined with the performance measures in Appendix A, these guidelines will be used by stakeholders and City staff to help us determine the recommendations that best serve the goals of the community.



Flow

Capital Boulevard will be a safe, direct, reliable, and high-capacity connection for travel by all modes of transportation to centers of employment and economic activity in Raleigh and the surrounding region.

Goals for the Flow Vision Theme

- Recognize distinct infrastructure needs for regional and local trips.
- Coordinate vehicle lanes, signals, and intersection alignments for improved flow and safety; incorporate considerations for pedestrian travel and transit access in intersection design.
- Enable high-capacity, reliable, and high-frequency transit connections to regional activity centers; ensure safe access to transit stops that provide comfortable waiting areas.
- Improve accessibility, consistency, and connectivity of bicycle facilities; prioritize access to regional employment centers, transit stops, and parks when making improvements.

Go

Capital Boulevard will provide for safe and accessible local travel for all modes of transportation. Pedestrian and bicycle facilities will connect transit, parks, neighborhoods, shopping, and employment while reducing conflicts with vehicle traffic. Local streets should be designed with all users in mind and help to activate nearby land uses.

Goals for the Go Vision Theme

- Encourage a complete and consistent network of sidewalks; support safety of pedestrians and bicycles crossing Capital Boulevard.
- Explore special streetscape improvements for retail areas and employment centers; encourage pedestrian oriented spaces outside of the street right-of-way.
- Improve the connectivity of the local street network; coordinate on-road bicycle facilities with greenway trails.
- Enhance safety, accessibility, and appearance of connections between neighborhoods and commercial areas while ensuring appropriate transitions in scale and land uses.

Grow

A mixed-use corridor that provides residential choices, economic opportunity, and a variety of goods and services for Raleigh's citizens.

Goals for the Grow Vision Theme

- Focus areas of intense land uses at defined nodes rather than in a “strip” fashion.
- Seek to maintain affordability for small and local businesses that currently operate in the corridor; investigate ways to encourage small business creation and retention.
- Encourage new housing to be located in suitable areas and sufficient in quantity to keep up with projected growth rates; foster housing diversity, including housing in vertically and horizontally mixed-use neighborhoods that integrate housing with commercial uses.
- Preserve the character of existing low-density neighborhoods; consider impacts to existing market-rate affordable housing when developing policy recommendations.
- Coordinate localized stormwater and floodplain management goals with transportation investments

Show

Capital Boulevard North will be an inviting gateway, corridor, and destination that expresses Raleigh's best qualities as well as the local character of the people and geography in the corridor.

Goals for the Show Vision Theme

- Cultivate a high-quality and well-maintained public realm both in the right-of-way and as part of private development; increase the amount of vegetation along the corridor and consider stormwater management in streetscape design.
- Promote consistency of urban design between adjacent developments, particularly building fronts and parking areas that face the street.
- Identify opportunities for signage, entryways, and public spaces that create a sense of place and local identity; support collaboration among civic organizations, residents, and businesses to define local character.

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City of Raleigh
City Planning Department
1 Exchange Plaza, Suite 300
919-996-2682
raleighnc.gov/planning



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Appendix A

Performance Ratings and Measures

Categories	Overall Rating	Considering individual components of each category, what does “Excellent” look like?	Individual Components Rating	Justification for Rating
Transit	Good	Covered amenities at all stops	Good	<ul style="list-style-type: none">• Route 1 along Capital Boulevard has 15 minute headways.• Cross street connections and routes that connect to other parts of Raleigh are limited.
		High frequency transit	Very Good	
		Service that is reliable even during periods of automobile congestion	Fair	
		Multiple connections available to other routes	Good	
		Crosswalks within one block of stops to ensure safe pedestrian access	Fair	
Pedestrian	Fair	Sidewalks or multi-use paths along the full length of Capital Boulevard	Very Good	<ul style="list-style-type: none">• Sidewalks almost the entire way along Capital Boulevard on both sides of the road.• Several pedestrian fatalities• Large, at-grade crossings at intersections• Limited sidewalk connections on cross streets and connecting to surrounding land uses
		Sidewalks or multi-use paths connecting to Capital Boulevard from all cross streets	Fair	
		Sidewalks leading from Capital Boulevard to destinations along the corridor (shopping, residential, etc)	Fair	
		Crosswalks or grade separations for pedestrian crossing over Capital Blvd	Fair	
		Fewer pedestrian fatalities.	Poor	

Bicycle	Poor	Bicycle facilities along the entirety of Capital Boulevard or parallel facility	Poor	<ul style="list-style-type: none"> No facilities along Capital Boulevard Few facilities along cross streets Limited facilities connecting Capital Boulevard to other parts of Raleigh
		Bicycle facilities along all cross streets	Poor	
		Bicycle facilities that connect Capital Boulevard to surrounding areas in Raleigh (i.e. Downtown, North Hills, etc.)	Poor	
		Fewer bicycle fatalities	Poor	
Vehicular Transportation	Good	Reduced congestion that leads to more reliable travel time and speed	Good	<ul style="list-style-type: none"> Capital Boulevard provides connection to Downtown Raleigh from I-440, I-540, and communities north of Raleigh Travel time is often unreliable due to congestion and frequent stopping (due to traffic signals, driveways, and buses)
		Reduced crash rates and fewer fatal crashes	Fair	
		Access management	Fair	
		More reliable, free-flowing vehicular traffic through the corridor possibly using express/managed lanes for through traffic and frontage roads for local traffic	Good	
		Better vehicular traffic flow and safety through improved coordination of vehicle traffic lanes, signals, and intersection alignments	Good	
		Upgraded stormwater infrastructure to prevent flooding	Fair	
Natural Environment	Fair	increased amount of vegetation along the corridor	Fair	<ul style="list-style-type: none"> Areas of Capital Boulevard often flood Limited greenspace, greenways, and parks near Capital Boulevard
		Increased connections to greenways and parks	Poor	

Built Environment	Good	Focusing areas of intense land uses at defined nodes rather than in a “strip” fashion	Poor	<ul style="list-style-type: none">Limited mixed use developmentClustered office developmentEstablished, single family neighborhoods
		Seeking to maintain affordability for small and local businesses	Very Good	
		New housing is sufficient to keep up with projected growth and located in suitable areas, including through the use of vertical and horizontal mixed-use that integrates housing with commercial uses.	Fair	
		Preservation of character of existing low-density neighborhoods;	Very Good	
		A high-quality and well-maintained public realm both in the right-of-way and as part of private development;	Fair	
		Consistency of urban design between adjacent developments, particularly building fronts and parking areas that face the street.	Fair	

Overview

The City of Raleigh held a community open house on Saturday, October 27, 2018 from 10:00am until 12:00pm at the Brentwood Elementary School to kick off the Capital Boulevard North Corridor Study project. This meeting was part of the Kickoff phase of the corridor study. This phase also included an online survey for the general public.

Purpose

The purpose of the open house and survey was to share the results of the visioning process conducted in June 2018, and to obtain community feedback to define project goals and success measures. At the open house, information was presented from the Briefing Book, Community Profile Report, and Market Analysis. The meeting was intended to inform and engage the public about existing infrastructure and plans in the corridor and clearly differentiate the corridor study from past efforts in and around the study area.

Meeting Summary

Project team members conducted a presentation of the visioning results, followed by a live polling group exercise, provided an overview of the Community Profile and Market Analysis, and facilitated a group question and answer session. Attendees were then asked to visit the display boards stations which detailed the study overview and schedule, corridor transportation and multimodal analysis, existing and future study area zoning, corridor housing and commercial development market analysis, and existing and future corridor development typologies.

Attendees were provided with a project handout summarizing the materials presented during the open house. Meeting materials were provided in both English and Spanish, a sign language and Spanish interpreter were in attendance. A total of 50 (+ attendees who signed in via the Public Input “sign up for the project mailing list” website) residents were in attendance.

Open House and Survey Notification Methods

The following methods were used to notify residents of the October 27th open house:

Pop ups

On October 10, 2018, during the Green Road Library Bilingual Storytime, project team members spoke with approximately 25-30 people about the study and distributed fliers for the open house.

On October 13, 2018, project team members spoke with approximately 20-25 people at the Raleigh Rescue Mission Thrift Store about the study and distributed fliers for the upcoming open house.

Mailer

A promotional postcard was mailed to all Wake County tax addresses in the study area and the area of influence.

Posted Signs

Project signs were posted at five locations in the project study area including the Brentwood Elementary School, the corner of Trawick Road and Marsh Creek Road, the Mini City transit stop, at the corner of Deana Lane and New Hope Church, and the corner of Old Wake Forest Road and Ruritania Street.

Civic Groups

City of Raleigh Civic Advisory Committees (CACs) in the study area assisted in the notification of residents through their social media, meeting announcements and monthly newsletters. The Atlantic CAC advertised the open house on their Facebook page as well as in their newsletter. The East CAC conducted a presentation regarding the study and upcoming open house at their September meeting. And the Forestville, North, and Northeast CACs placed a flyer in their newsletter and conducted a presentation during their October meetings.

Other groups and faith-based organization were provided notification for distribution to individuals from their neighborhood registries for all neighborhoods in the project study area of influence. The following organizations received open house notifications: Catholic Charities, Millbrook Human Services Center Community Action Committee (Wake County government), and Crossroads Fellowship Church.

Media

To reach Spanish speaking populations, open house press releases were submitted to El Pueblo and Qué Pasa publications for advertisement.

Social Media

The open house was advertised on the City of Raleigh Facebook and Twitter pages two weeks prior to the event. A Facebook live video was also posted on the morning of the open house.

Email

The City of Raleigh sent two emails using GovDelivery, an email subscription service two weeks prior to the event. Notifications were also sent to all participants who had provided email address during previous outreach activities.

Public Comments

Open house attendees were given the opportunity to provide feedback during the meeting via the live polling group exercise and paper survey, event comment cards, comment form included in the project handout, display boards station flip charts, and directly to project team members. Comments were accepted via mail, email and the online survey until December 2, 2018.

Online Survey

A live polling group exercise was conducted during the October 27, 2018 community open house to identify community preferences. Paper Surveys were provided in English and Spanish to accommodate attendees who were not able or did not wish to participate in the live polling exercise via a personal electronic device. Forty-one attendees participated using the online survey, and thirteen paper surveys were submitted at the October 27th open house. An additional 309 online and six paper surveys were submitted during the comment period ending December 2, 2018.

Sixty four percent of the survey respondents did not participate in the June 23, 2018 workshop or online survey (see Figure 1). Five percent of respondents attended the visioning workshop. Twenty seven percent took the visioning survey online without attending the workshop, and 4 percent attended the workshop and completed the survey online. Fifty-four percent of survey respondents live in the project study area or area of influence, while 40 percent do not (see Figure 2).



Figure 1 – Survey Question 1: Did you participate in the visioning process? Please select how you participated.

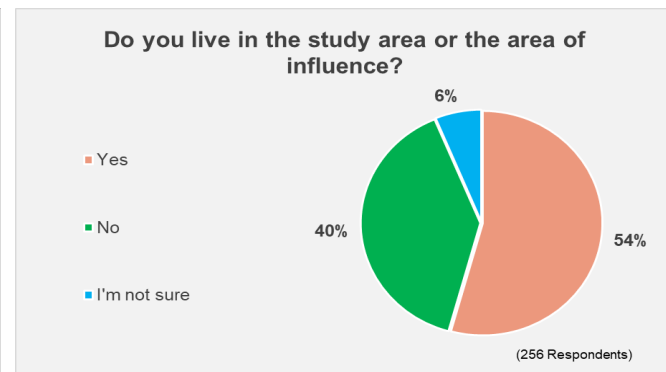


Figure 2 – Survey Question 2: Do you live in the study area or the area of influence?

The survey asked respondents to select two success measures that were most important to them from each of the following six topics identified in the visioning process: traffic, land uses, appearance, pedestrians, bicycles, and transit. Respondents identified increasing safety by separating cars from people walking and biking, and reducing congestion by separating local traffic from regional traffic as their top two priorities for traffic study (see Figure 3). With regards to land uses, respondents identified discouraging or limiting new high impact uses, and encouraging mixed-use development as their top two priorities (see Figure 4).

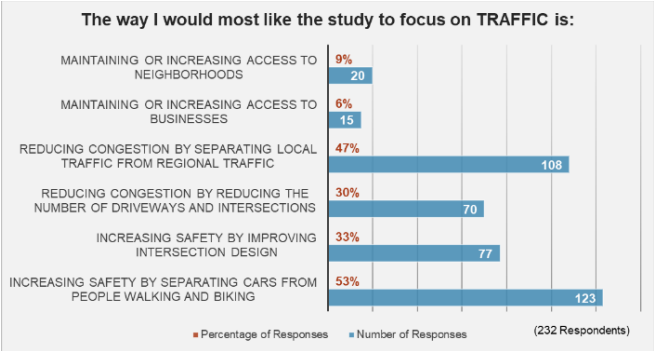


Figure 3 – Survey Question 3: The way I would most like the study to focus on TRAFFIC is (select two)?

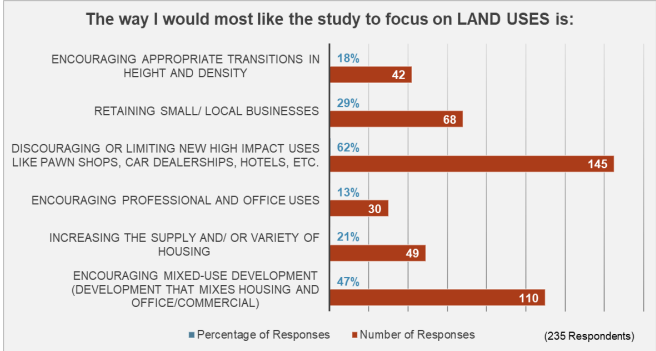


Figure 4 – Survey Question 4: The way I would most like the study to focus on LAND USES is (select two)?

To address corridor appearance concerns, respondents identified making the streets more uniform and attractive, and encouraging more uniform urban design as their top two priorities (see Figure 5). Respondents selected making the sidewalk network more complete, and making it easier to cross Capital Blvd. as their top priorities for pedestrian study (see Figure 6), and making the bicycle network more complete, and improving connections between greenways and on-road bicycle facilities as their top priorities for bicycle study (see Figure 7).

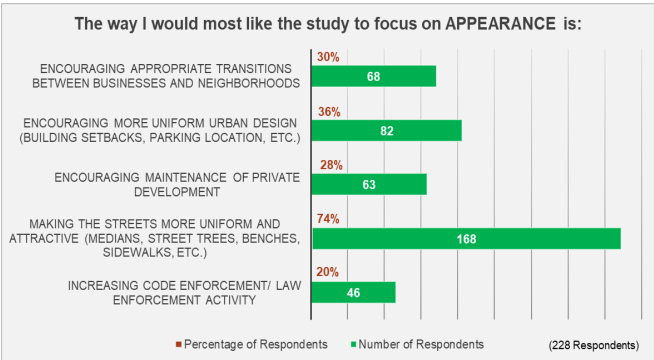


Figure 5 – Survey Question 5: The way I would most like the study to focus on APPEARANCE is (select two)?

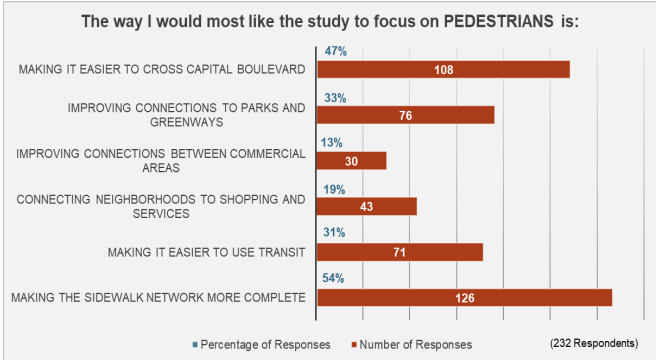


Figure 6 – Survey Question 6: The way I would most like the study to focus on PEDESTRIANS is (select two)?

And with regards to transit, respondents identified focusing on regional or rapid service as their top priority, with making transit stops easier to get to or better connected to destinations, and having direct service to other areas of Raleigh tied for second (see Figure 8).

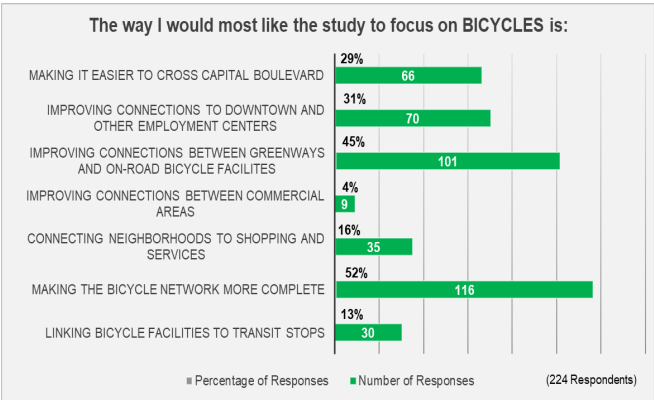


Figure 7 – Survey Question 7: The way I would most like the study to focus on BICYCLES is (select two)?

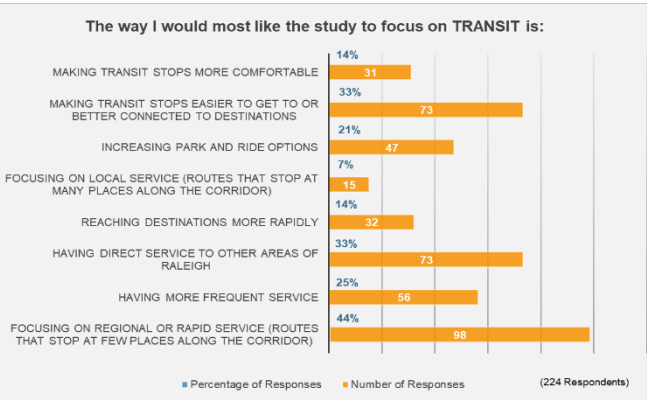


Figure 8 – Survey Question 8: The way I would most like the study to focus on TRANSIT is (select two)?

The survey also asked respondents to provide feedback on the proposed corridor study segments created to focus transportation, land use and real estate improvements and analysis. Eighty six percent of respondents were comfortable using the proposed sections for the next steps in the study (see Figure 9).

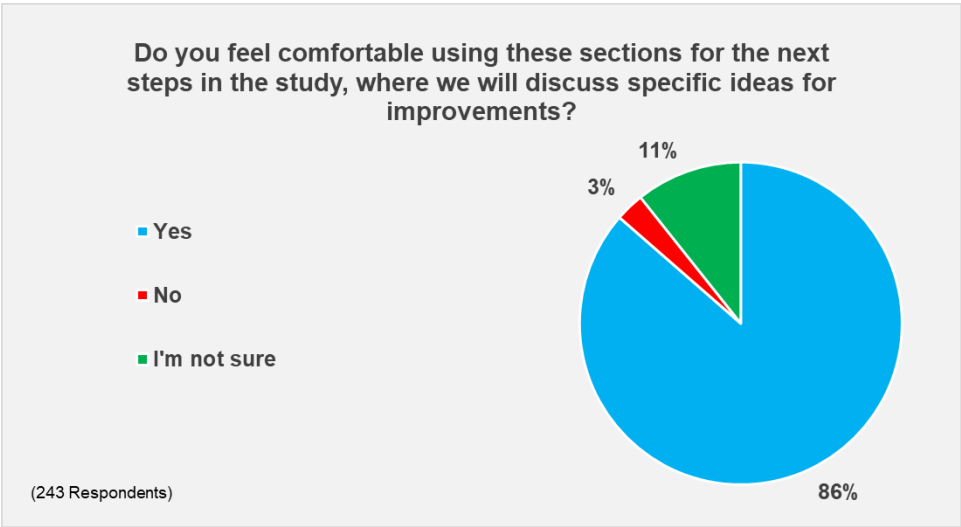


Figure 9 – Survey Question 9: Do you feel comfortable using these sections for the next steps in the study, where we will discuss specific ideas for improvements?

Concerns with the proposed improvements sections included comments relating to how the segments were determined, adding an additional section, changing section boundaries, ensuring that sections aren't considered in isolation from one another, and the order in which improvements would be made based on the proposed sections. The following recommendations were provided by respondents:

- Perhaps a fourth section. Split the central portion into two (south and north of the Y).

- The southernmost section requires more consideration because of the major intersection. The northernmost section should have the park-and-ride options with direct connections to other areas of Raleigh.
- Each section of the Capital boulevard has different needs and orientation to downtown. The northern section needs improvement in all areas and is very suburban in nature.
- I feel the middle section should focus on mixed use. That area appears to be best because you can run traffic easily to 401 and make that area more walkable than the other 2 areas.
- The southernmost section seems very short, basically cutting off at Brentwood road. The middle section seems very long in comparison, and I am uncertain how this will impact the conversation moving forward. Much of the conversation in the southern section seems focused on the 440 interchange, but there are still businesses and neighborhood connections that need improvements just like the other two areas, and I am concerned about that getting lost.
- The southernmost segment is very short, and seems only focused on the 440 interchange. The northernmost segment is of different character already, but don't let the southern section become only about traffic interchanges. Middle segment seems too long.
- The plan should study how the southernmost section connects neighborhoods and businesses on both sides of 440.

Eighty six percent of respondents agree with using the proposed street segments to assist with study analysis (see Figure 10).

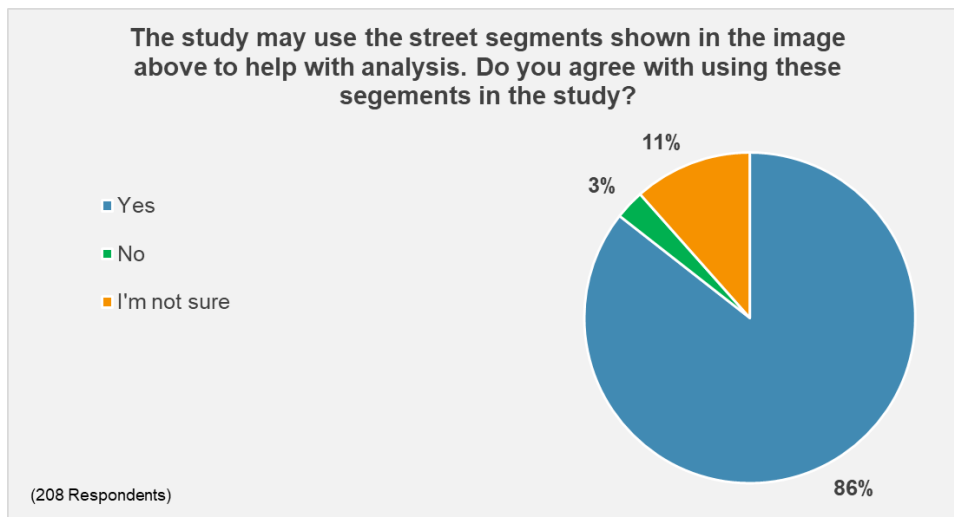


Figure 10 – Survey Question 10: Do you agree with using these segments in the study?

Concerns with the proposed analysis sections include the following:

- These divisions seem slightly arbitrary, and add confusion when in the previous question you have already divided the study area into three segments. Why are these not the same divisions?
- Why are these different than the segments in the previous question? This is just confusing.

Pick segments and stick with it. If the middle segment is too long for this it's too long for question 9 segments.

- How does the southern section tie in with the downtown section?

The following analysis section recommendations were provided by respondents:

- The segments and sections in question #9 should be the same. Four sections/segments of equal length would be better.
- I think there could be more segments splitting the leftmost and rightmost segments into two each because they both deal with major road intersections and could be major congregation and destination points. Segment three should be concentrated on the split of Capital and Louisburg which is a major congestion and stop and go traffic area.
- Just a little adjustment to contain each segment visually and by its vibe, the segments above only make sense on paper not in real life.
- I would prefer more concentrations on intersections rather than segments, especially Starmount/ Pine Knoll at Capital.

And survey respondents were asked to identify their land use vision location preferences for the corridor. Seventy four percent of respondents agree with using the Capital Boulevard study to create a land use vision for Mini City and Triangle Town Center (see Figure 11).

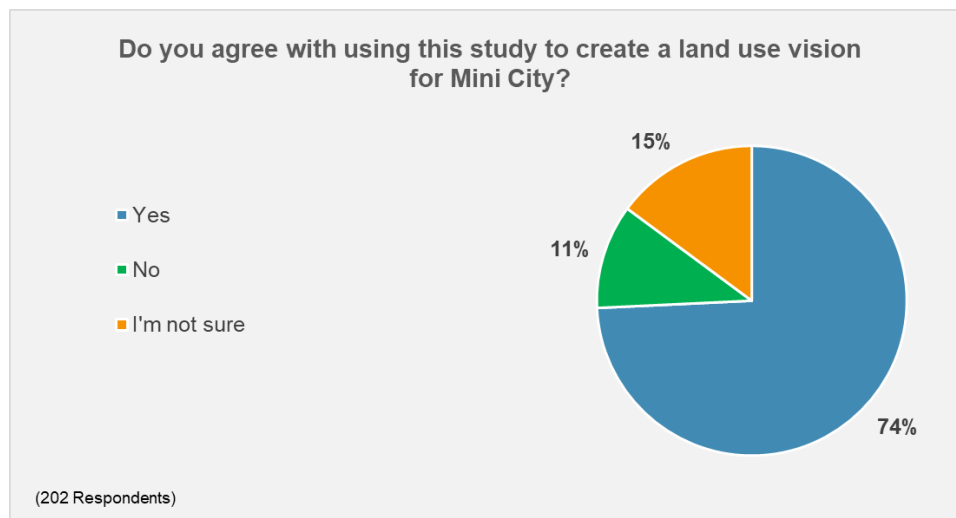


Figure 11 – Survey Question 11: Would you like to use this study to create a land use vision for Mini City, or is there another location that you would prefer?

Comments in favor of creating a land use vision for Mini City and Triangle Town Center include the following:

- Mini city used to be a thriving center, combining both recreational needs and retail offerings. It should be further developed with both parkland and retail improvement.
- I would like Mini City take on characteristics of North Hills. Small businesses on lower level and housing on higher levels (not so high as to look odd compared to other surrounding buildings).
- Mini City is much more attractive than the areas south of it. Concentrate first on the areas that are run down, like the abandoned hotel and Starmount shopping center.
- Mini City is a good start towards policy for the entire area. It has been in constant change for many years with a declining or disappearing businesses environment. It is difficult to get into and out on both ends, especially Millbrook end. Speed bumps are a nuance and other means should be used in a shopping center. Also having the main traffic lane between stores and parking should be avoided. Seems restaurants in this center have struggled and disappeared in number. The only real remaining high traffic store is Food Lion. If it were to close, the entire center would suffer.
- Mini city is terribly run-down with pot holes and also attracts crime. Mini city needs a lot of improvement. It maybe could include small reputable businesses. Commercial retail needs to be REDUCED and more community resources provided. Space should be used for community and family friendly resources instead. Community improvement programs and environmentally friendly programs are needed.
- I think Triangle Town Center and Mini City are great places to start. TTC has so much potential but the mall and many of the shops are often empty. Because the infrastructure is there with existing buildings, revamping TTC will probably provide the biggest bang for our buck, and produce the greatest potential long-term economic benefit. Mini City needs lots of help too. I live about a mile from Mini City and it is so hard to navigate and get to that I choose to shop at a Food Lion location that's more than twice as far from me instead. Not to mention the absolute danger of driving by the apartment buildings off of New Hope by the Capital intersection (behind Mini City and Wendy's) makes it difficult to want to drive that way - SO MANY people jaywalking across New Hope there, often with small children in tow. Development of Mini City would mean addressing this safety issue, either with additional crosswalks on New Hope (not ideal in my opinion, would slow down traffic) or having law enforcement ensure people are using already available crosswalks for their own safety.
- One improvement that is needed at TTC is traffic lights and signalized pedestrian crossings. It's my understanding that a hotel is planned for the southwest corner of the Macy's parking lot, but at our NE CAC meeting the Developer was uninterested in providing a traffic signal or crosswalk across Triangle Town Boulevard so that hotel guests might be able to cross the street to visit adjacent restaurants. TTC is supposed to be a walkable node for future transit, but has not included walkable infrastructure as described in Raleigh's 2030 Comprehensive Plan. The Comprehensive Plan's vision for walkability should be applied to all of Raleigh, not just downtown and in older more prosperous neighborhoods.

Respondents recommended the following as other areas to consider for land use visions:

- The shopping center at the intersection of Brentwood and Capital would also be a good candidate. I don't see a negative in focusing on Mini City, other than the southernmost segment of the study being left out. If there are 3 segments, choose an area in each segment, not leaving one feeling "left out".
- We should also focus on areas more southern on the corridor. The corner of Brentwood and Capital and surrounding is a good choice for such a study. The southern part of the route shouldn't be ignored. It's too close to downtown for it not to be impacted sooner than the other areas referenced above.
- The Brentwood development also covers such a large area close to Capital it might be a good idea to include some land use planning for that area.
- TTC and Mini City are too close together to study both. Emphasis should be given to the area around Highwoods and Brentwood. That will give you northern and southern hubs. I suggest the southern node around Brentwood/Highwoods is most important due to its total lack of cohesiveness. TTC is at least a place people recognize and enjoy shopping at. The area around Brentwood, on the other hand, is nearly a wasteland complete with crumbling building.
- I would like to see the I 440 and Capital Blvd. area studied instead of or addition to mini city.
- Capital/Brentwood/440 should take precedence over Mini City.

Additional comments regarding the study and concerns surrounding the corridor were provided and include the following:

- We need park and rides near the bus stops. We need sidewalks. We need to be able to cross Capital Blvd without reenacting Frogger so that folks can ride the Northbound bus from downtown without having to wait an hour for it to turn around at Triangle Town Center. Oh- and Highwoods Blvd needs a sidewalk!
- Durant road and soccer complex should be developed into something more grand connecting the complex to Durant park.
- Add additional zoning to other areas of Raleigh to incorporate these 'zoned commercial areas' into other additional areas of the city, as the city develops and expands. This would greatly relieve many of the public concerns about the heavy traffic flow, the business locations, and the overall appearances of Capital Blvd.
- Developers/land owners need to be forced to maintain the properties they own or be forced to hand them to the city, as abandoned properties.
- The study should also consider the increase of EV chargers across the corridor as EV demand keeps growing exponentially.
- Study should coordinate with lower bound of midtown plan since both areas share intersecting roads and cross traffic concerns.
- Connectivity and frequency will aid transportation.

- Streetscaping and zoning will improve appearance.
- Converting Capital into a limited access highway just north of I-540 will increase congestion and diminish access for local residents, but will also radiate more traffic noise to existing neighborhoods.
- There needs to be more complete sidewalks and safer areas for those who do not drive. The bus services need to be streamlined, so a passenger doesn't have to take 3 to 4 buses to get to and from a single destination and service hours need to be extended, if this is a growing metropolitan area.
- The commuter traffic on Spring Forest Rd between Capital Blvd and 401/Louisburg Rd has increased dramatically over the years. Because of the 4 lanes ending at Fox Rd. it has cause many hazardous issue's and accident's for driver's and homeowners. It might be important to increasing it to 4 lanes throughout.
- Capital needs to become more like an expressway to rapidly move people in/out, with exit ramps to overpasses/underpasses feeding the service roads.
- The area near 440 needs a lot of rejuvenation and cleaning up. Abandoned and dilapidated buildings/businesses make the area look unsafe and unsavory. Mass transit in general is an issue (as in a lack of) and traffic is heavy.
- We need express transit options to get from the northernmost sections without sitting in traffic like everyone else. Using mass transit should come with privileges around express lanes/skipping the traffic to offset your wait times for stops and connections.
- I would like to see this section of town rebranded and given the attention that it deserves it in order to inspire new economic development such as next use housing developments that include bars and restaurants and shops that I can walk to from my neighborhood, increase safety for pedestrians and plans for long term public transportation that include more than just buses.
- Completely agree and Arch over Capital Boulevard for people walking could be attractive and most of all safe for those on foot. Landscaping with decorative trees fountains and a relaxing area for people to sit and enjoy the view four areas for people to play ping pong and cornhole like the area in Cary could be an attractive.

Event Comment Cards

Event Comment Cards were provided to assess the effectiveness of the meeting notice methods and overall event, gauge interest in future meeting participation, and to address any concerns regarding the study. Seven event comment cards were received at the October 27th open house.

Display Board Station Flip Chart Comments

Attendees were given the opportunity to provide written feedback via display boards station flip charts. Listed are below are comments received from participants at the traffic, land use, market trends, urban design, transit, and bike/ped stations.

Traffic

- Left turns at Starmount & Capital – U-turn/Michigan left type options
- Fix congestion @ I-440
- Pedestrian bridges & greenways
- Old Buff/Buff intersection
- 440/Cap. Intersection – people take Brentwood to avoid it; 440W to Cap. N off ramp; crossover by Dunkin Donuts
- Studying thru traffic vs destination/local traffic
- Getting onto Cap. from 401 & then cutting across
- Signal issues/traffic backup on Old Wake Forest & Old Wake Forest/Cap. intersection; 2 left turn lanes and only 1 thru
- Temp pothole repairs are not working anymore – repaving is needed by CVS
- New Hope coming up Cap. backs up – not enough capacity lanes
- BB&T Bank/Taco Bell/intersection & Cap. confusing signal coming out of Lowes

Land Use

- Intergrade affordable housing for workers in the area
- Greenway on Capital + connections across neighborhood (illegible) access by car/bus only
- Office w/mixed use
- Grade separated express use great – need interim solution
- Look at whole corridor – southern portion after thought
- (illegible) segments/(illegible)
- Medical offices would be a good addition in mixed-use
- Industrial land use made sense 30 years ago, but maybe not today
- Current zoning is more of a through-way, not (illegible) of a destination
- Instead of using the Mini City land, the land to the west w/ Lowes & Home Goods would be better use
- The focus of the recommendations is on the east side, but there is a lot of undeveloped land on the west & it would reduce the need to cross
- Westinghouse area
- Preserve greenspace/Bufaloe Road & Starmount
- Residential (illegible)
- Skyline view from Starmount
- Encourage redeveloping/repurposing existing vacant buildings, not just build new buildings on undeveloped lots; city offered incentives?
- Change the zoning throughout the city, this makes it more convenient in individual community areas for auto repair, daily use needs, grocery stores, etc. which makes it more convenient for residents to have access to all of the needed services instead of just clumping on Capital Blvd.

Market Trends

- This should be an economic destination corridor
- Avoid city of canyons
- Focus on revitalizing existing vacant buildings

Urban Design

- Better crossings – ped overpass?
- How do scooters factor?
- Protect local businesses
- Buffered sidewalks
- Amenities on greenway
- Better bus stops – seating, trash cans, combine w/ parklet
- Keep character

Transit/Bike/Ped

- Longer timing for crosswalks
- Sidewalk Trawick Rd.
- Ped bridge
- Sidewalk along Old Wake Forest near Capital
- Sidewalk along Oak Forest
- Intersection by BB&T, Taco Bell, gas station, Lowe's lights! Left turn signals confusing! My turn around and face backwards at times. I have call 911 several times.

Overview

The City of Raleigh held a meeting for business owners along Capital Boulevard on Wednesday, November 14, 2018 from 9:00am until 12:00pm at the Northeast Outreach Center to kick off the Capital Boulevard North Corridor Study project. An online survey for business owners was available online from October 3 to November 18, 2018.

Purpose

The purpose of the meeting and survey was to obtain business owner feedback to define project goals and success measures. Requested information from business owners about the existing conditions for businesses that could be used to inform the corridor study.

Meeting Summary

Project team members were available to have discussions with business owners about their thoughts on the corridor. Business owners were encouraged to visit display board stations which detailed the corridor transportation and multimodal analysis, existing and future study area zoning, and corridor housing and commercial development market analysis.

One business owner attended the meeting.

Business Owners Meeting Notification Methods

Postal mail and email addresses of businesses in the studied area were gathered using internet searches and phone calls during the summer of 2018. Mailing addresses were identified for 279 businesses. Of those, 104 also provided email addresses in response to phone canvassing. The following methods were used to notify business owners of the November 14th open house:

Mailers

A letter was sent to all business owners on October 2, 2018 advertising the online survey. Another letter was sent on October 31, 2018 advertising the meeting and the survey.

Door to Door

Flyers were printed advertising the meeting and the survey. City staff visited 36 businesses to deliver flyers and explain the corridor study to business owners and managers.

Comments

Discussion with Business Owners

Attendees were given the opportunity to provide feedback through discussions with project team members. Listed are below are comments received at the meeting.

- Affordability of their current space is the primary aspect that keeps them on Capital Boulevard today. The company moved from Downtown Raleigh to find more affordable space. They very much appreciate how connected their location is to Downtown and the easy car and bus access it provides. They have yet to experience any significant rent pressures, but a new lease may require renegotiation. If there are higher rents, the business would likely move closer to where many of their customers are (Apex/Cary/State Fair area) and to a light industrial area. While the abandoned hotel is an eyesore, they feel that it might be contributing to lower rents.
- The quality of the retail on the southern end of the Study Area has been a negative for their business. They have heard some of their customers complain about the quality of the area and the transient population and storefront vacancies are not ideal. Closure of a nearby businesses has reduced the ability to walk to shopping. It is beneficial having other, related businesses further north along the corridor.
- Their business would likely not work in a mixed-use setting, and would not receive very many benefits from this either. As a specialized business, customers purposefully make trips rather than stopping in because they live or work nearby. They do not anticipate additional business in a mixed use setting.
- Visibility has been a problem for some of their customers, especially those that are not familiar with Capital Boulevard. As a specialty business, most costumers are not local and drive from all over the region. They have had to flag down customers and navigate them to their business, especially when visiting for the first time, and would like better signage or visibility from the road.
- Vacancy of nearby business in the shopping center has been an issue. As one of the only businesses left on that end of the shopping center, they often report issues to management.
- Employees do ride their bikes to work, and would love to have better bicycle and pedestrian infrastructure. Despite road conditions, employees ride to work when possible. A greenway/bicycle connection from the east side of Downtown Raleigh would help their bike commute.
- Neither employees nor most costumers use the bus.

Online Survey

An online survey was conducted to allow business owners the opportunity to provide comments if they were unable to attend the meeting. The survey focused on general questions about the business, how the business might be influenced by Capital Boulevard and what changes would be beneficial for the business. Thirty online surveys were submitted during the comment period ending November 18, 2018.

The survey respondents were asked to select the type of business they own or operate. Forty-three percent of the survey respondents indicated that they owned or operated a restaurant, retail, or personal service business. All the answers provided by respondents are shown below with the number of responses next to each response:

- Restaurant, Retail, or Personal Service (hair salon, dry cleaner, tattoo parlor, print/copy shop, veterinarian, etc.) (13)
- Vehicle Sales, Rental, or Service (8)
- Professional Service (accountant, attorney, consulting, etc.) or Medical Office (3)
- Industrial, Construction, or Business Supply; Wholesaler; Distribution; Self-Service Storage (2)
- Other (2)
- Hotel or Motel (1)
- Recreation (skating rink, miniature golf, etc.) (1)

The survey also asked respondents to indicate the number of years they have been operating at their current location. Figure 1 shows that 74 percent of the respondents have been in their current location for at least six years, with 40 percent being in their current location more than 10 years. When asked if in five years from now would they still be operating on Capital Boulevard, the majority of respondents (87 percent) said that they would. The responses are shown in Figure 2.

Figure 1: Number of Years at Current Location

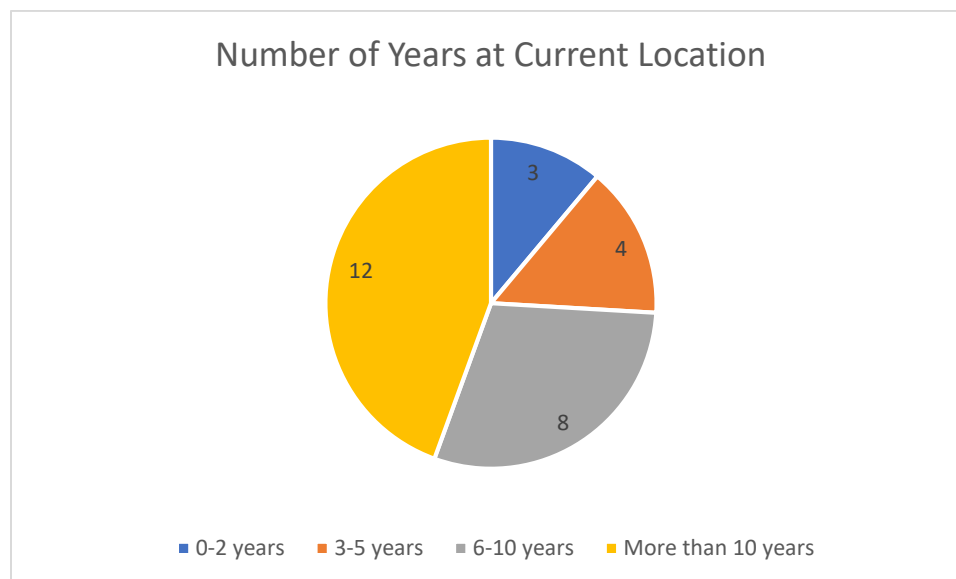
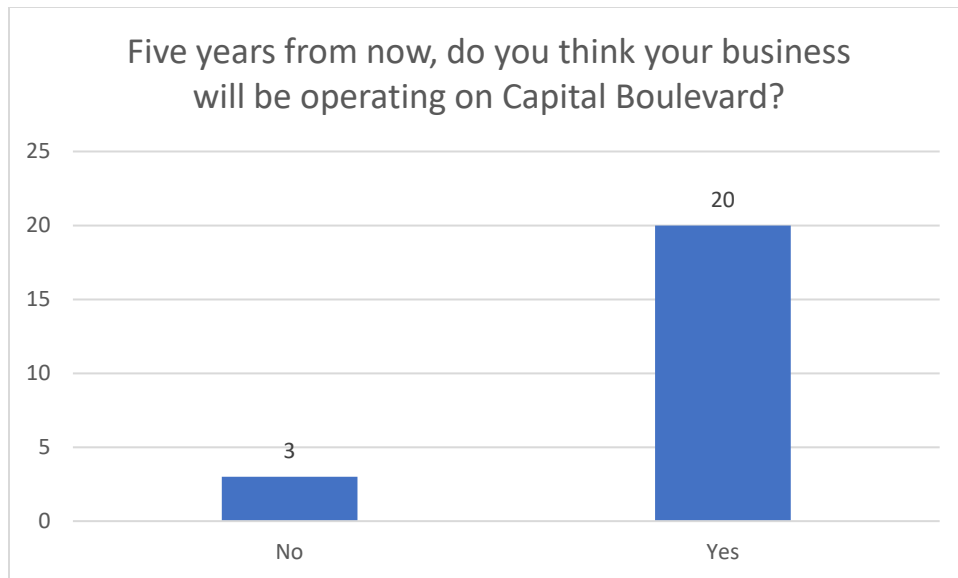


Figure 2: Five years from now, do you think your business will be operating on Capital Boulevard?



In asking survey respondents the average number of employees they employ, the majority of respondents, 73 percent, indicated that they had 10 or fewer employees (Figure 3). In addition to having a small number of employees, the physical size of the business was also small with 36 percent of respondents indicating the physical size of their business was less than 2,000 square feet (Figure 4). Nearly half of the respondents reported paying rent under \$5,000 (Figure 5).

Figure 3: Average Number of Employees

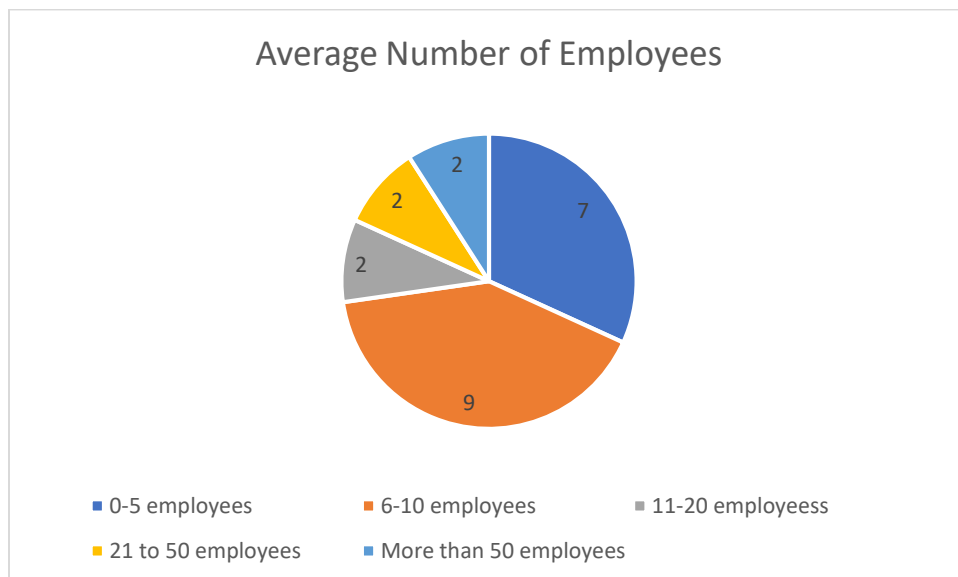


Figure 4: Physical Size of Business

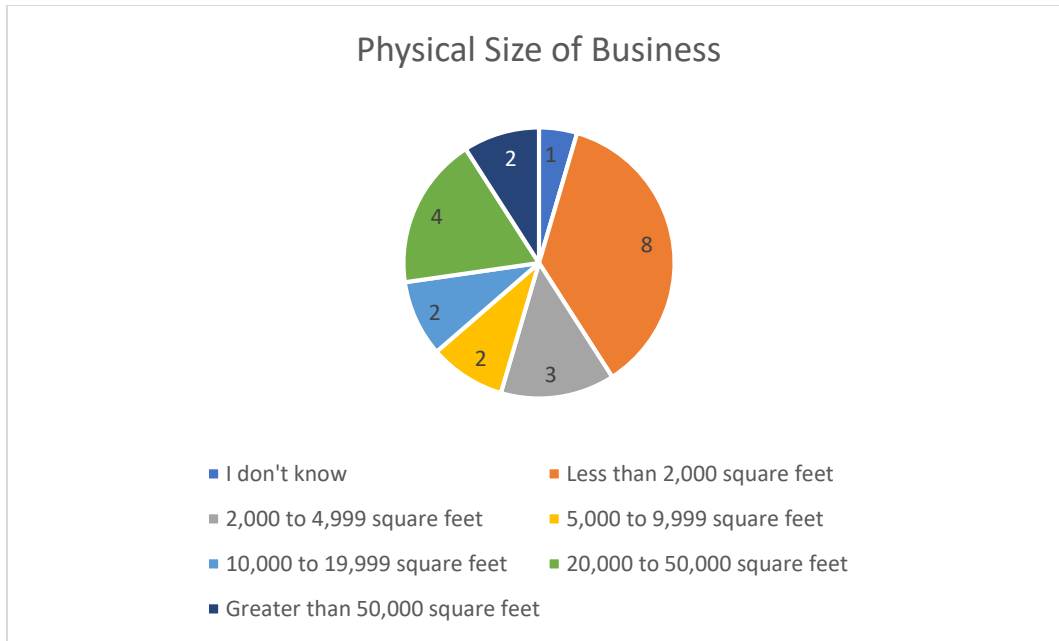
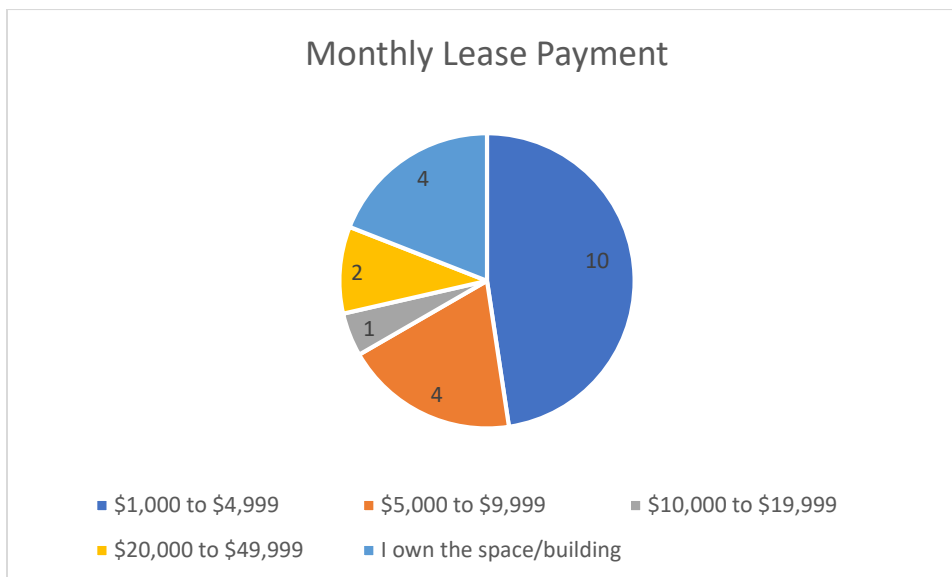


Figure 5: Monthly Lease Payment



When asking how the transportation corridor of Capital Boulevard influenced their business and its operations, the survey asked respondents how they travel to work most often and how their employees travel to work. Twenty-four of the 25 respondents indicated that they drive alone to work, with one respondent indicating that they carpool. When asked how employees travel to work, “drive alone” was ranked as the most used for all eight respondents. Respondents noted in the comments that it is “Hard to get from one side of Capital Blvd to the other” and that “Bus routes and safe bus stops with cover to the elements are important for a large population of my employees.”

Survey respondents were asked to identify the reasons they selected Capital Boulevard as the location for their business from a list of options and were asked to select all that apply. From 16 respondents, “the high volume of vehicles passing by” and “space were available” were the most frequently stated reasons for choosing Capital Boulevard. All the reasons provided and the number of times they were mentioned are shown below:

- The high volume of vehicles passing by (9)
- Space was available (8)
- The space was affordable (6)
- My business is oriented to a population that is concentrated in this area (5)
- There are other similar or related business nearby (4)
- It has good access to transit service (4)
- The zoning allowed it (2)
- I have special logistics needs that Capital Boulevard serves (access for suppliers, ease of distribution, etc.) (1)
- I am from this area (1)
- Other (1)

The survey went on to ask what respondents like about operating a business on or near Capital Boulevard and what is challenging about operating a business on or near Capital Boulevard. Of the nine responses to the question asking what respondents like about operating on or near Capital Boulevard, eight respondents commented that there is heavy traffic or that Capital Boulevard is a well-known and well-traveled corridor with connections to major highways. The other response indicated that access to their business is difficult due to the size of Capital and the need to make U-turns. Of the 10 responses to the question asking what respondents find challenging about operating on or near Capital Boulevard, seven respondents mentioned that the heavy traffic or numerous traffic signals were challenging. Two respondents mentioned the difficulty in accessing Capital Boulevard from major highways and the other respondent discussed the difficulty with congestion and roadside parking on the side street where the business is located.

Respondents were asked what improvements to the Capital Boulevard area would help their businesses grow or be more successful. Several comments were received and are listed below:

- “Improved traffic flow”
- “Synchronizing traffic lights”
- “Improved traffic flow with lights. Renovate and improve building exteriors.”
- “Improving public transportation and accessibility”
- “More policing the constant break-ins and theft of products...”